

Station WPGH-TV PITTSBURGH, PA  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC  
Estimate# 1193  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, SUITE 800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1193  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) KATHRYN SARDINSKY  
  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 2 AND 6 FOR SPOTS NA DT PRG CHGS.  
PLS ADVISE.  
THANKS,  
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/28-10/28	10A-11A	FOX NEWS SUNDAY	:30	\$75.00	SU	2	1	2	\$150.00
*2	10/27-10/27	5P-530P	30 ROCK Station Remark: V4 1X NA 10/27 DT PRG CHG.	:30	\$100.00	SA	1	1	1	\$100.00
3	10/23-10/29	6P-630P	BIG BANG THEORY	:30	\$530.00	TU-F,M	4	1	4	\$2,120.00
4	10/23-10/29	630P-7P	TWO & A HALF MEN	:30	\$530.00	TU-F,M	4	1	4	\$2,120.00
5	10/23-10/29	7P-730P	BIG BANG THEORY	:30	\$900.00	TU-F,M	4	1	4	\$3,600.00
*6	10/27-10/27	7P-730P	BIG BANG THEORY Station Remark: V4 1X NA 10/27 DT PRG CHG.	:30	\$400.00	SA	2	1	2	\$800.00
7	10/27-10/27	330P-459A	COLLEGE FOOTBALL	:30	\$600.00	SA	1	1	1	\$600.00
8	10/24-10/25	8P-459A	WORLD SERIES	:30	\$3,000.00	W-TH	1	1	1	\$3,000.00

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9	10/27-10/27	8P-459A	COLLEGE FOOTBALL	:30	\$600.00	SA	1	1	1	\$600.00
10	10/23-10/29	10P-1030P	CHANNEL 11 NEWS ON FOX53@10	:30	\$1,000.00	TU-F,M	5	1	5	\$5,000.00
11	10/27-10/27	10P-1030P	CHANNEL 11 NEWS ON FOX53@10	:30	\$1,000.00	SA	1	1	1	\$1,000.00
12	10/23-10/29	11P-1130P	SEINFELD	:30	\$225.00	TU-F,M	5	1	5	\$1,125.00
13	10/23-10/29	1130P-12A	30 ROCK	:30	\$175.00	TU-F,M	2	1	2	\$350.00
14	10/27-10/28	8P-459A	MLB WORLD SERIES	:30	\$3,000.00	SA-SU	1	1	1	\$3,000.00
15	10/28-10/28	1P-4P	STEELERS/REDSKINS	:30	\$27,500.00	SU	1	1	1	\$27,500.00
16	10/28-10/28	12P-1P	STEELERS PRE GAME	:30	\$3,000.00	SU	1	1	1	\$3,000.00
17	10/28-10/28	4P-7P	NY GIANTS @ DALLAS COWBOYS	:30	\$4,000.00	SU	1	1	1	\$4,000.00

---REPORT TOTALS---

Report Totals: 37 / \$58,065.00

---SALES MONTHLY TOTALS---

Oct 12: 32 / \$54,880.00      Nov 12: 5 / \$3,185.00

Sales Totals: 37 / \$58,065.00

Station Totals: 37 / \$58,065.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$580,650	CABL	0%	KDKA	35%	UNKN	0%	WPCW	1%	WPGH	10%
		WPMY	1%	WPXI	30%	WTAE	23%				

Rep Order# 9751210      Ver# 4      Status Returned  
EC'd Yes

Traffic Order# 1318918

Printed: 08/04/2012 1:42 PM  
Last Received: 06/15/2012 2:19 PM  
Showing Buylines: All Lines

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Books null  
Demos RA35+